RED BULLETIN

LONDONERS PUT ON THEIR GAME FACES FOR THE RED BULL CRASHED ICE COMPETITION PAGE 4

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Monday, September 24, 2012
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SIZZLE FACTOR

Actress Sofia Vergara, of the hit comedy Modern Family, arrives at the 64th Primetime Emmy Awards on Sunday at the Nokia Theatre in Los Angeles. Vergara was passed over for a best-supporting actress Emmy by castmate Julie Bowen, but her dress was a winner. For more on Emmy style, see page 11. MICHAEL BUCKNER/GETTY IMAGES FOR AUDI

Ontario apple crop rocked to the core

It's the pits. Some local orchards closed for season because of dismal growing season

AMANDA GRANT
London@metronews.ca

If you're thinking of picking apples at a local orchard this fall, think again.

Hit hard by spring frost, Ontario's apple crop is recording an autumn harvest that's meagre at best.

"This is a once-in-a-hundred-year event," said Phillip Crunican, owner of Crunican Brothers Apple Orchard. "We've experienced frost before, but this is quite abnormal."

At Crunican's orchard, just north of London, apples have been the primary business for three generations. This year marks the first time since 1910 — the year the orchard was planted — that the family has had to bring in outside apples. Crunican is carrying apples from a Chatham-area grower who managed to harvest about 30 per cent of his regular crop.

"We're lucky to have even that," Crunican said.

Other apple farmers have given up on their orchards for the year, relying on pumpkins or squash to fill some of the gap.

For Chris Doris, of Doris Family Produce, a retailer at the Covent Garden Market, the biggest impact is cost.

"We can still source local apples, but they're going to be a bit more expensive," Doris said.

The supply of Ontario apples won't last as long into the winter, forcing Doris and others to buy imported produce from South America and the United States.

"Apples are a staple item in everyone's life," Doris said. "No matter what, people are still going to eat and buy apples. We're just going to have to find a new way to supply that demand."

Luckily, the problem is not expected to be long-term.

"The trees look healthy," Crunican said. "Next year we expect a great apple season."

Too hot, too early

- Record high temperatures in March caused apple trees to bud early this year.
- The switch back to lower spring temperatures brought on frost, all but destroying the crop.

Enjoy them while you can. THE ASSOCIATED PRESS FILE

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Charges

Man arrested after stabbing

A 19-year-old Londoner has been arrested in connection with a stabbing at an apartment building near Huron Street and Highbury Avenue North.

Adam Sauer is charged with aggravated assault for the incident that injured a 22-year-old man.

Police were called to the apartment about 6 a.m. Saturday. The victim was taken to hospital with injuries that are not believed to be life-threatening, police said. METRO

Cyber-crime

Man facing child porn charges

Police have charged a London man as part of a child pornography investigation led by the cyber-crime unit.

Timothy Asselin, 27, is charged with two counts of possessing child pornography and one count of making child pornography. METRO

Drugs

Four charged in crack cocaine bust

Four Londoners are facing drug charges after police seized 118 grams of cocaine, 28 grams of crack cocaine and a small amount of marijuana.

The people charged are: Mamoun Bander, 30; Jessica Theilade, 26; Frank Wiper, 50; and Mohammed Hamid, 31. METRO

Correction

Richard Gilmore's photo credit was inadvertently omitted from a Mix of 6 item about a performance of Othello by the ARTS Project. METRO

Non-profit. Inaugural Night Steps trek brightens CNIB fundraising

The CNIB's inaugural fundraising walk in London raised $40,000 Friday to further the non-profit's work.

More than 150 people participated in the inaugural Night Steps, a five-kilometre trek through Springbank Gardens.

Proceeds will benefit a variety of CNIB services, including a program that helps people who are blind learn to travel independently. METRO

Ashlee Smith holds her 2-year-old son Mason, a CNIB client, during Friday's CNIB Night Steps walk at Springbank Gardens. COURTESY MICHAEL PEELING

Redevelopment plan. McCormick-area study to see action at city hall

A study aimed at creating a redevelopment plan for the industrial area near the former McCormick's candy plant will be back on the table Monday at city hall.

Planners are expected to table a report during a planning and environment committee meeting that, if given approval, would resume the study. The process was put on hold in summer 2011 because of staffing concerns in the planning office.

Ultimately, the study is expected to map the future of nearly 90 acres of property adjacent to Dundas Street in east London.

Monday's report comes on the heels of a Sept. 15 arson at the former candy factory. METRO

If you go

City council's planning and environment committee meets at 4 p.m. Monday in council chambers.

Knights ice perfect storm against Guelph

OHL. On top of going 2-for-6 on the power-play, the Knights outshot the Storm 40-30

JOHN MATISZ
john.matisz@metronews.ca

After an impressive 8-2 home win against the Erie Otters on Friday, the London Knights — defending Ontario Hockey League champions — left Guelph with an identical score Sunday afternoon.

"They made it a bit chippy out there," Knights defenceman and assistant captain Tommy Hughes said of some late-game antics versus the Storm, "but our guys handled it pretty well. We got the two points and that's all that counts."

The Midwest Division rivals amassed a combined 76 penalty minutes, including three scraps. Forwards Matt Rupert and Bo Horvat and defenceman Nikita Zadorov dropped the mitts for London.

In a pair of appearances in the OHL so far, import Zadorov — 6-foot-5, 228-pound frame — has already fought twice.

"I didn't expect a Russian defenceman to do that here," Hughes said. "He's really been laying the body."

In the second romp in as many games, winger Seth Griffith provided offensive leadership by scoring twice and adding an assist. Toronto Maple Leafs prospect Ryan Rupert pitched in, too, notching four assists in the win.

Even Hughes, who had only managed two goals in 103 previous OHL contests, put the puck past Storm goaltender Garret Sparks.

Injury update

Goalie Jake Patterson, flu (day-to-day); goalie Liam Herbst, knee (3-5 weeks); forward Jack Nevins, hip (day-to-day); forward Jacob Jammes, knee (2-4 weeks).

London Knights rookie Kyle Platzer battles for the puck with Guelph Storm centre Patrick Watling during the third period on Sunday. JOHN MATISZ/METRO

SMEN 1

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Beer4Breakfast. Contest still London-bound, despite heads-up from police

Michael McCrudden CONTRIBUTED

Despite a warning from the city's top cop, Beer4Breakfast producer Michael McCrudden said leaders of the web series still intend to cast a party crew in London.

Police Chief Brad Duncan indicated last week that he might contact the show's producers and ask that they cross London off their list of locations for filming a wild house party.

As of Sunday morning, McCrudden said he hadn't heard from the chief. But, he said, he's likely to touch base with Duncan himself.

"We learned a lot from shooting our pilot in Hamilton. Police showed up and shut the party down. We used this as part of the episode, but we will be contacting police in London before filming to assure that this doesn't happen again," McCrudden, a graduate of McMaster University and a native of Mississauga, told Metro.

McCrudden said there's a lot of confusion about his show, which intends to settle once and for all which Canadian city is home to the best student parties.

"We do display professionalism at these parties," he said. "You need tickets for entry, you must have valid identification, and you need to sign a waiver to be filmed. There is security at the event, and there will absolutely be no underage drinking.

"We do not push people to get out of control. We are not looking for idiots or troublemakers. The worst you might see on our show are girls in bras."

Locations in London, Windsor and Ottawa are being finalized for shooting, McCrudden said.

"We have a lot of emails from students in London asking to host our show."

Beer4Breakfast's pilot episode is expected to make its online debut Wednesday at Beer4Breakfast.ca.

ANDREW SERCOMBE/FOR METRO

Health. Urgent care gets more hours: Matthews

Health Minister Deb Matthews METRO

The Urgent Care Centre at St. Joseph's Hospital will be open longer starting next year.

Health Minister Deb Matthews, the MPP representing London North Centre, made the announcement Friday. Hours will be expanded by up to 12 on weekdays, following a recommendation from a review of emergency services in the city.

The government has also pledged $665,000 to increase nursing hours at the London Health Sciences Centre's Victoria and University hospitals.

An additional 11,600 hours will be scheduled for nurses who handle patients arriving via ambulance to emergency departments. The nurses will work with patients who do not need immediate emergency care.

The move is expected to help reduce the time paramedics spend in emergency rooms, freeing them up for additional calls. METRO

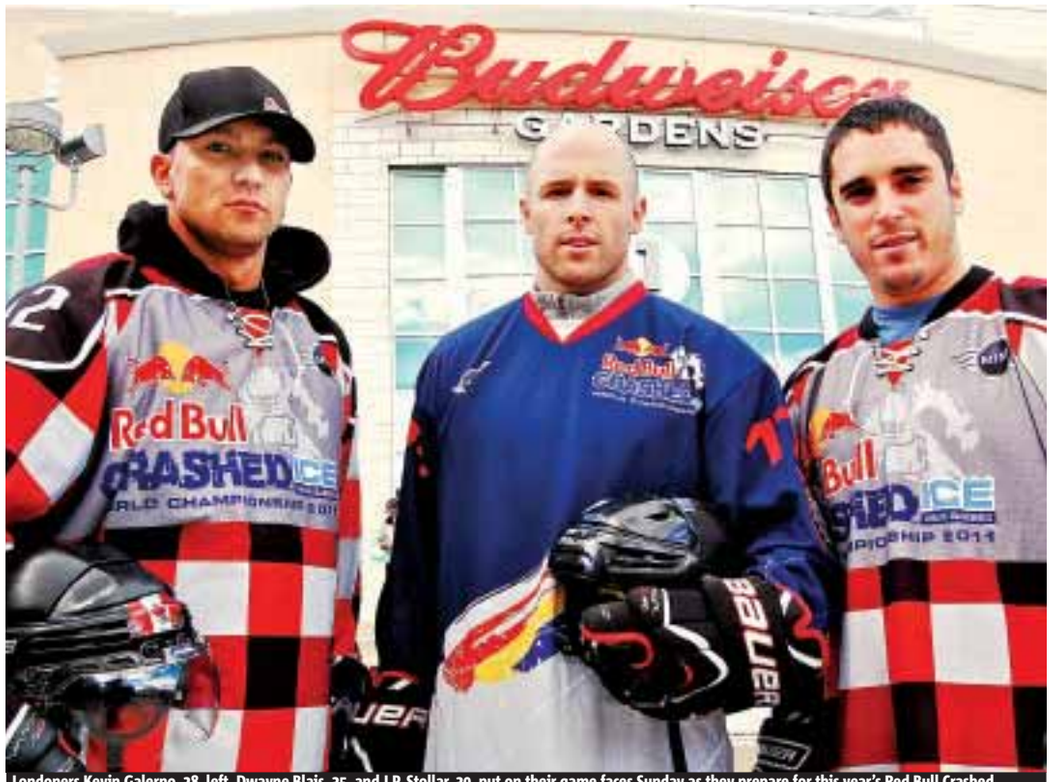
LHSC. Doctors set new pace for heart treatment

Cardiologists at the London Health Sciences Centre have broken new ground.

Dr. Lorne Gula and Dr. Jaimie Manlucu became the first doctors in Canada to use a pressure-sensing catheter to treat the most common form of cardiac arrhythmia.

The catheter was used Saturday during a procedure called pulmonary vein ablation that eliminates abnormal heart tissue.

"Currently, 80 per cent of ablation procedures for atrial fibrillation are successful," Manlucu said. "We are hoping this new catheter helps further increase the success rate." METRO



Londoners Kevin Galerno, 28, left, Dwayne Blais, 35, and J.P. Stollar, 30, put on their game faces Sunday as they prepare for this year's Red Bull Crashed Ice time trials at Budweiser Gardens. AMANDA GRANT/FOR METRO

Local athletes to get extreme

Red Bull Crashed Ice Competition. Qualifying trials for contest come to the Forest City next month

AMANDA GRANT
london@metronews.ca

Imagine strapping on skates and speeding down a ski hill made of ice, dodging obstacles and jumps along the way.

Sound like fun?

Then maybe the Red Bull Crashed Ice competition is for you.

Qualifying trials for the extreme sporting event are coming to London's Budweiser Gardens Oct. 20, and at least a few local athletes hope to skate their way into December's national competition in Niagara Falls.

"I'm a strong skater and really competitive," said JP Stollar, a Crashed Ice athlete from London. "So I thought I'd give it a try."

That was four years ago. Now, he is hooked on the sport.

"The first time I stood on the top of that hill it was really intimidating," Stollar said. "But it's a lot of fun."

The sport is a cross between hockey, border cross and downhill skiing. Athletes suit up in full hockey equipment before throwing themselves onto the ice course, with the fastest finisher moving on to the next round.

Men and women, most with a strong background in hockey, can compete.

"It's a chance to push yourself," said Dwayne Blais, another Crashed Ice competitor from London.

The deets

To learn more about the Red Bull Crashed Ice competition and qualifying trials, visit redbull.com.

The fastest time in the Niagara competition will move on to compete in the finals, planned for March in Quebec City.

There, competitors will face skaters who've competed in Crashed Ice qualifiers in Russia, Switzerland and the United States.

London's Cammileah Anastasiadis is directing a promotional film called Love London. Filming is set to continue through March. CONTRIBUTED

London, in the name of love

Production begins this week on a new video showcasing industry and tourism in London — and you could be the star.

Dubbed Love London, the city-endorsed advertising campaign will be unveiled during March's World Figure Skating Championships.

"With this video, we hope to display London's community and culture to the world in order to attract new businesses, families and professionals," director Cammileah Anastasiadis said.

But, before that can happen, Anastasiadis needs a few — or make that thousands — of local faces.

The first step of production is organizing a flash mob big enough to be named the largest in Canada. Anastasiadis is trying to pull together a group large enough to break the existing flash-mob record of just under 1,000 people (set in Ottawa).

Anastasiadis has set her sights high, aiming for more than 2,000 folks.

Dance teams from offices, classrooms and sports teams are invited to gather at 5:30 p.m. Wednesday in Harris Park for rehearsal. Filming will be from 3 p.m. to 6 p.m. Saturday at the park.

The flash mob will be the first of many opportunities Londoners have to display pride for their city as part of the video, Anastasiadis said.

To get involved, contact the director at cammie@sutton.com.

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Clement used ghostwriter during town hall

Social media maven. He's known as a Twitter king, but Tony Clement ended up getting someone else to talk during his online chat

Tony Clement
TORSTAR NEWS SERVICE FILE

Tony Clement may be king of social media in political circles on Parliament Hill, but he didn't get to be mayor of his own Twitter town hall.

During an online chat on the subject of open government, the Treasury Board president, who is a prolific tweeter, had a ghostwriter doing most of the work for him.

Last December's town hall made federal political history as the first live online chat to be hosted by a cabinet minister using the popular microblogging service.

The two 45-minute chats — one in English, one in French — took more than a month to organize.

Three dry runs were held ahead of the main event, with staff even creating bogus Twitter accounts in order to practice using the service.

More than 40 stock responses were drafted so they could be quickly copied and pasted to reply to questions, while a ghostwriter was engaged to get Clement's responses out faster.

A spokesman for Clement called that a natural practice.

The subject of Clement's town hall was the Conservatives' recently launched open government strategy, a three-prong effort which seeks to increase transparency around the official workings of Ottawa.

He's regularly ranked among Parliament Hill's top tweeters.

But when it came to formally engaging with Canadians, bureaucracy ground his free-wheeling ways to a stop.

An analysis on the town hall obtained by The Canadian Press under Access to Information legislation highlights the struggle facing MPs seeking to use social media tools in a world of tightly controlled communications.

THE CANADIAN PRESS

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Mateo Compton Moscoso, 3, and his father, Paul Compton, are shown in this family handout photo taken in June in Lima, Peru. Compton has been fighting for nearly three years to obtain Canadian citizenship for Mateo. THE CANADIAN PRESS

Father believes Canada abandoned his son

Paul Compton is at his wits' end.

The Ontario native has spent nearly three years trying to obtain Canadian citizenship for his younger son with little success and now feels abandoned by his country.

After multiple appeals to politicians and much wrangling with public servants, the 42-year-old is now applying for British citizenship in an attempt to establish a sense of security for his child.

But he feels like he's giving up a part of his Canadian identity in the process.

"I don't know what else to do at this point, I've hit a wall," he said.

Compton is among an unknown number of Canadians caught in a web of regulatory changes made to the Citizenship Act in 2009.

His problems stem from the fact that he was born in Scotland — while his Canadian parents were in university — and his second son was also born abroad, four months after the government imposed a first-generation limit on citizenship by descent for those born outside the country.

Canadians abroad

"It's like Canadians born abroad and Canadians working abroad have done something wrong ... It doesn't mean that I'm any less Canadian ... I grew up in Canada, I paid tax in Canada, I'm still paying my student loan in Canada."

Paul Compton

That meant Compton's first son, who was born abroad before the regulations changed, is a Canadian, but his younger child, three-year-old Mateo, is not.

"What my government has done is basically said 'your son's not Canadian, he's not important to us,'" Compton said from Lima, Peru, where he teaches at an international school.

The new rules were part of legislation which solved the problems of thousands whose citizenship had been taken away by outdated legal provisions.

At the same time, while imposing the first-generation citizenship limit for those born abroad, the government said they were protecting the value of Canadian statehood by ensuring citizenship couldn't be passed on from generation to generation of those living outside Canada.

Citizenship and Immigration Canada has acknowledged the problems the new rules have created for some and has offered a remedy, albeit one that requires time and circumstances which may not work for everyone.

THE CANADIAN PRESS

Grieving a loss

Cat mistakenly euthanized, owner says

A Massachusetts woman says her cat went to the veterinarian for a flea bath, but was mistakenly euthanized.

Colleen Conlon of Gardner, Mass., is grieving the loss of eight-year-old Lady, which she attributes to negligence by the vet, Muhammad Malik.

Malik's lawyer tells a local newspaper that people should wait to hear all the facts before passing judgment and that he expects more information to come out. THE ASSOCIATED PRESS

Nepal. Canadian reported missing after deadly avalanche

Officials say at least nine people are dead and several others missing, including a Canadian, after an avalanche hit climbers on a high Himalayan peak in Nepal, Sunday.

Many of the climbers were French or German but the U.K.-based The Telegraph website reported that one of the missing people is Canadian.

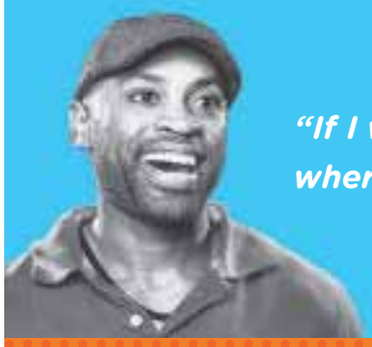
Dipendra Paude of Nepal's tourism ministry, which controls all international climbing expeditions, told The Telegraph the dead climbers were from Spain, Germany and Nepal.

The Telegraph said the missing included five French nationals, a Canadian and an Italian climber.

A spokeswoman for the Department of Foreign Affairs in Ottawa could not immediately confirm that a Canadian was among those missing.

But Chrystiane Roy says Foreign Affairs officials have been in contact with authorities in Nepal.

THE ASSOCIATED PRESS



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Auto industry. Despite sales drop, Fiat maintains its commitment to Italy

Fiat and Chrysler CEO Sergio Marchionne is pictured next to the Fiat Panda model at the company's plant near Naples, Italy. The company says it is committed to its plants in that country. LAPRESSE/THE ASSOCIATED PRESS FILE

Italian carmaker Fiat has restated its commitment to remain in Italy and says it will refocus its Italian plants on exports.

Fiat, which controls U.S. carmaker Chrysler, made the assurances Saturday after CEO Sergio Marchionne met with Premier Mario Monti amid growing concerns that the crisis would force plant closures.

Fiat sales in Italy dropped by 20 per cent in the first half of the year, and plants have been greatly underutilized.

Fiat said in a joint government statement that it will invest in Italy to prepare new products for launch when the market recovers, and that it has invested five billion euros ($6.34 billion) in the last three years.

Fiat investments have come under scrutiny since it retreated on plans to invest 20 billion euros over five years due to uncertainty.

THE ASSOCIATED PRESS

New trading centre

Iran moves to undercut currency black market

Iran's state radio is reporting that the country has inaugurated a new hard currency trading centre to undercut the black market.

Under the supervision of Iran's central bank, the centre will offer U.S. dollars at two per cent less than the street rate to importers of the country's needs, from the veterinary industry to printing machines, according to the Sunday report.

The U.S. dollar is traded at 24,600 rials in the street market. But the current official rate is 12,260 rials to the dollar, used only for special purposes such as importing food and medicines.

Iranian currency has been heavily hit by Western sanctions over Iran's nuclear program. The West suspects Iran is aiming to build nuclear weapons, a charge Iran denies.

THE ASSOCIATED PRESS

Students say textbook prices must come down

Post-secondary debt. While publishers and professors get blamed for exorbitant costs, some look to digital books for salvation

Students walk past a sign for a used bookstore outside Ryerson University in Toronto on Sept. 19. Complaints about the high cost of textbooks are perennial, but digital publishing may ultimately lower prices significantly. COLIN PERKEL/THE CANADIAN PRESS

The outcry from a group of first-year students forced to buy an expensive art history book that has no art in it has focused attention on an issue as perennial and seemingly as intractable as fall back-to-school jitters: the cost of college and university textbooks.

Most everyone agrees textbooks can be a significant financial burden for students and their parents, but there's less agreement on what can or should be done to bring the price down.

"Many students are paying upwards of $1,000 per year for textbooks," said Jessica McCormick, deputy chairwoman with the Canadian Federation of Students. "That is another financial burden that adds to the debt that is sinking this generation."

Students, already paying thousands of dollars in tuition, blame publishers for gouging them. They also complain instructors prescribe books oblivious to price or real educational value.

Professors argue student readings are essential, and say there's little they can do. "A large proportion of the material that students need for a proper university education is only available through either commercially published books or journals," said Jim Turk, executive director of the Canadian Association of University Teachers. "In terms of textbooks, there aren't a lot of good options available."

Turk, whose association speaks for faculties at 124 colleges and universities across Canada, said he understands why the cost of textbooks for highly specialized courses with tiny markets might be high.

Still, he said, that shouldn't apply more generally. "There are textbooks that sell tens of thousands of copies — in first year psychology, economics or sociology courses — where the size of the market would suggest that the prices could be a lot lower than they are."

What's not appreciated, publishers argue, is the effort — and by extension cost — required to create a good textbook and get it to market.

Patrick Ferrier, president of the higher-education division of prominent publisher McGraw-Hill Ryerson, acknowledges the reality of textbook sticker shock. "The prices of textbooks have gone up dramatically, and in many years faster than inflation — from a consumer's point of view, it is shocking," said Ferrier, a father of three university students.

"I'm not saying there have not been excesses in publishing just like any other business (but) I just don't think that publishers are always in the wrong."

Ultimately, the steep growth in digital publishing may render much of the price debate moot — or at least mute the volume of complaints. Ebooks eliminate paper and printing costs. They can be updated continuously and cheaply. They cut out middlemen such as bookstores with their markups of 20 to 47 per cent.

As a result, virtual textbooks sell for significantly less than their hard-copy counterparts but can still offer viable returns to publishers.

THE CANADIAN PRESS

Quoted

"The prices of textbooks have gone up dramatically, and in many years faster than inflation — from a consumer's point of view, it is shocking."

Patrick Ferrier, president of McGraw-Hill Ryerson's higher-education division

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Chinese ambassador tries to smooth way for oil deal

China's ambassador in Canada is on a charm offensive, appealing to the public to look favourably on Chinese investment in the oil patch.

Ambassador Zhang Junsai has given two recent media interviews coming just after Nexen shareholders overwhelmingly approved a generous takeover from Chinese state-owned CNOOC — a deal that still needs Ottawa's blessing to go ahead.

In interviews with the Globe and Mail and CTV, Zhang said Chinese businesses are interested in Canada because the investment climate is stable and regulations are "mature."

"I think that the Chinese investments come because they feel this country's environment is good, politically stable and there are very mature regulations and rules," he told CTV's Question Period in an interview aired Sunday.

"They feel that they can cooperate and learn (about) their counterpart very well. That's why they come."

He deflected questions about warnings from Canada's spy agency that state-owned enterprises could be using their investment ties for intelligence purposes.

Last Thursday, in its latest annual report, the Canadian Security Intelligence Service said the majority of foreign investment in Canada is carried out in an open and transparent manner.

However, certain state-owned enterprises and private firms "with close ties to their home governments have pursued opaque agendas or received clandestine intelligence support for their pursuits here."

But Zhang warned Canadians not to jump to conclusions, and noted the CSIS report did not name any specific countries. THE CANADIAN PRESS

Quoted

"I think that the Chinese investments come because they feel this country's environment is good, politically stable and there are very mature regulations and rules."

Zhang Junsai, China's ambassador in Canada

Nexen takeover

- The federal government is in the midst of considering whether to approve the takeover of Calgary-based Nexen Inc. by the Chinese National Offshore Oil Company.
- Prime Minister Stephen Harper and senior cabinet ministers have suggested they want to see "reciprocity" in how Canadian investments are handled in China.
- But China's ambassador in Canada, Zhang Junsai, counters that since China has been receptive to investment from 12,000 Canadian businesses, especially financial institutions, Canada should also be open to Chinese money.

iPhone 5. Long lineups and low stock mean most U.S. stores are sold out

It was possible to walk into a U.S. store on the weekend and buy an iPhone 5, but it took some hunting.

Some stores reported having Apple's newest phone available for walk-up customers, though not all versions of it. A random check of about a dozen stores indicated that most were sold out.

A Verizon store in New York City said the 32 and 64 gigabyte models, but not the 16 GB version, were available. A Sprint store in a suburb of St. Paul, Minn., said all but the most expensive 64 GB iPhone 5s were sold out. "Before we were even scheduled to open, we were pretty much out," said Eric Rayburn, a worker at a Sprint store in Phoenix, Ariz.

The iPhone 5 went on sale Friday, igniting intense interest around the world.

THE ASSOCIATED PRESS

Sales figures

- On Monday, Apple is expected to announce early results from the iPhone 5's first day of retail sales.

E. coli concerns

Ground beef recall expanded further

The recall of ground beef from Edmonton-based producer XL Foods is being expanded yet again.

The recall due to possible E. coli contamination was announced by the Canadian Food Inspection Agency a week ago and has since been expanded six times. It affects ground beef sold by Sobeys, Foodland, IGA, and Douglas Meats stores in the Prairie provinces, Ontario, the Maritimes and some Big Way and Super A stores.

Now it also includes unlabelled ground beef products sold between Aug. 24 and Sept. 16 at stores which may include small retailers, local meat markets and butcher shops.

THE CANADIAN PRESS

Gamers need not apply: New simulator puts safety first

VIRTTEX facility. Ford's virtual reality lab lets researchers monitor bad driving habits

Most car-themed video games challenge players to race as fast as they possibly can, and push dangerous driving to the limit without crashing.

So test subjects who step inside Ford's high-tech VIRTTEX research facility can be forgiven for wanting to stomp the gas pedal in the video game-like driving simulator. But most don't and try their best to stay alive.

In an effort to prevent car crashes in the real world, Ford has designed an incredibly life-like way to test drivers' skills and simulate dangerous situations that could end in death on the roads.

Within a research and development building in Dearborn, Mich., the former hometown of Henry Ford and where the automaker is headquartered, lies the VIRTTEX — short for Virtual Test Track Experiment.

A test driver goes behind the wheel of Ford's VIRTTEX, a safety simulator that analyzes drivers' skills and reactions to dangerous situations on the road. FORD CANADA/THE CANADIAN PRESS

Inside a seven-metre-diameter domed laboratory is what appears to be a standard Ford vehicle. But a close inspection would reveal its engine and transmission have been removed and it has been equipped to tie into an elaborate virtual reality simulator.

Video screens envelope the inside of the domed structure, giving test subjects a simulated 360-degree view of a driving environment. Peeking at all the mirrors reveals accurate views of what you'd expect to see while driving.

Once the simulation has begun, the VIRTTEX structure can move up to three metres side to side or front to back, and two metres vertically, to simulate the motion and feel of actually driving. The steering wheel realistically rumbles just right and sound is pumped into the vehicle to replicate engine and road noise. The wheel and pedals are just as responsive as in any car.

Before long, drivers get lost in the virtual world and feel like they're really driving down a long, open road. And then researchers can start observing all their bad habits. The speeders get identified pretty quickly.

The other cars on the road "are programmed to go five to 10 miles per hour (eight to 16 km/h) faster than you, so we quickly find out what kind of driver people are," says Ford's Mike Blommer.

"If they want to keep up with traffic ... those drivers keep speeding up and the next thing you know you're going 80 to 85 miles per hour (almost 140 km/h)."

THE CANADIAN PRESS

Quoted

"We get some really realistic reactions out of people." Ford's Mike Blommer

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MAKING LONDON A BIT MORE AWESOME

URBAN COMPASS
Todd Devlin
london@metronews.ca

It's a pretty simple concept.

Have a great idea to make your city better? Need funding to help make it happen?

Pitch your idea to a group of 'micro-trustees' and you could land a $1,000, no-strings-attached grant to make your project a reality.

That's the crux of The Awesome Foundation, and London is about to get a chapter of its very own.

The idea has been on the back burner for the last year, said Christine Moss, social enterprise program manager at the Pillar Nonprofit Network. It came to life last week after a presentation by Awesome Toronto during London's Community Collaboration Forum.

"It just sparked, and we knew it was the right time," said Moss, who promptly sent out a tweet asking for people to get involved.

Over the next day and a half, more than 40 people replied, expressing their interest in becoming an Awesome London trustee.

The overwhelming interest has excited Moss, who along with Pillar executive director Michelle Baldwin and longtime city volunteer Lina Bowden are organizing a local chapter.

"This is a new, innovative way to fund things and get those interesting ideas to come out," Moss said. "I think we have a lot of them in our community, but sometimes it's hard to get that startup (money). If they're given a boost, maybe it'll re-energize those innovators out there."

Jodi Simpson is one of the many potential trustees eager to provide that boost.

"I love the concept, and I think it's something that we need," said Simpson, who works in marketing and community relations at a local law firm. "I'm excited about supporting ideas that will enhance our community. It will be a London-branded, London-owned approach to financing great ideas."

Ideas investor

"I want to invest in making our community better.... That's what's fuelling my interest. How cool is it to be an investor in ideas and serving your community?"

Jodi Simpson
Potential trustee
The Awesome Foundation

The Awesome Foundation launched in 2009 in Boston. It already has 52 chapters in multiple countries. In Ontario alone, there are chapters in Toronto, Ottawa, Kingston, Kitchener-Waterloo and Newmarket.

The organization describes itself as "a worldwide network of people devoted to the advancement of awesomeness in the universe," and its goal is to provide the $1,000 grants with a hands-off approach.

In other words, the trustees that pool their money together for causes claim no ownership over the projects, which have spanned areas like technology, arts and promoting social good.

Generally, chapters have 10 trustees donating $100 each. With more than 40 people already interested in the Forest City, Awesome London has some options for how things will work. There may be multiple winners each month or the size of the grants could increase.

Either way, Simpson sees the prizes more along the lines of investments rather than donations.

"I want to invest in making our community better," she said. "That's what's fuelling my interest. How cool is it to be an investor in ideas and serving your community?"

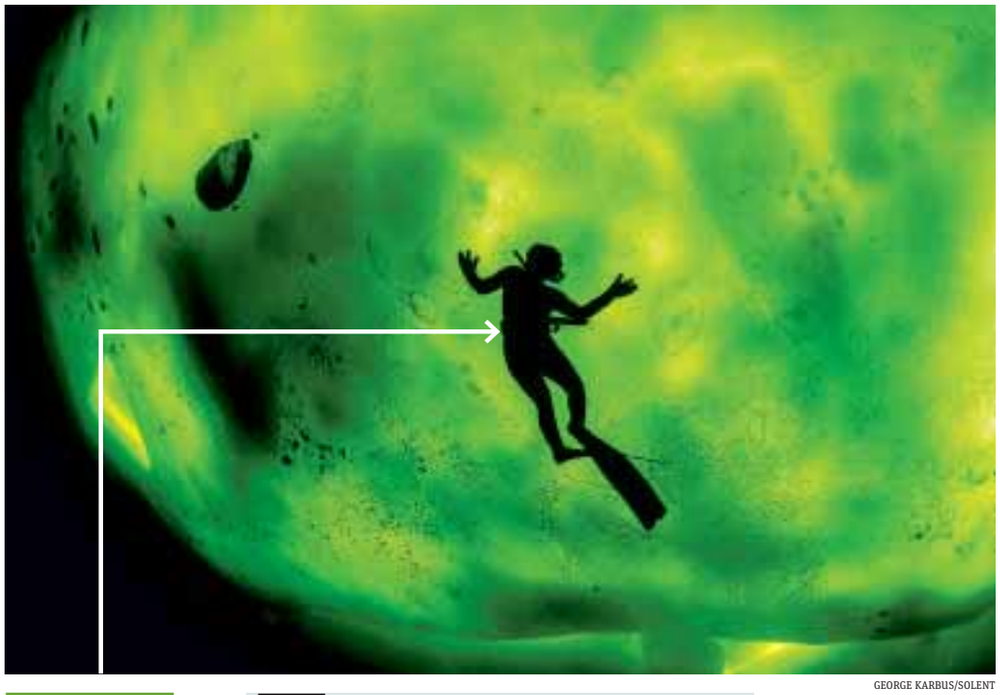
Interested in becoming a trustee?

Interested in coming up with an idea but have further questions?

Email christinemoss@rogers.com, tweet @christine_moss or visit awesomefoundation.org.

Follow Todd Devlin on Twitter @UrbanCompassLdn

Alien world in the Arctic abyss



GEORGE KARBUS/SOLENT

Underwater photo

Otherworldly shot of northern lights

It's the northern lights, but like you've never seen before.

This shot by photographer George Karbus shows a diver's silhouette against the backdrop of aurora borealis, seen through a thick sheet of ice in the cold waters of the Arctic Circle.

"Cold, beauty, adventure" — the three words that encapsulate his image, Karbus said, adding his biggest ambition is, "to capture beauties of our fragile world and show everyone the real treasures of life." **METRO**

Q & A

'Just too beautiful'

Photographer George Karbus, 33, from Lahinch, County Clare, Ireland, talks to Metro.

Where did you take this image?
The White Sea in Russia, inside the Arctic Circle. It took two days by train to get to the spot by the White Sea. My girlfriend Kate Hamsikova and I set out with a guide on a snowmobile. We went diving after cutting through ice about one metre thick. One dive I noticed that Kate was upside down just under the ice pretty far from the hole we cut out, playing with little bubbles. I dove down for about eight metres to get this beautiful perspective of ice formation with Kate's silhouette.

Part of me wanted to enjoy the lights without taking photographs, but it was too hard to resist. It was just too beautiful.

What was the biggest challenge for you?
The cold water at around -2 C. Also, for the picture we dove without any rope lines. Normally when you're diving you need a rope so that you know where to return to, so it can be quite dangerous without it.

GEORGE KARBUS
Photographer

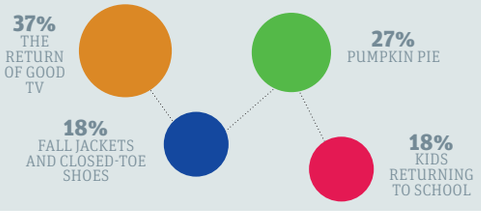
Photo in detail

- **Equipment used.** Karbus wore a 7mm freediving wet suit and used a Nikon D700 with a fisheye lens inside a Subal underwater housing device.
- **Water fan.** "I love the ocean and like to be there every day," said Karbus, who lives in Lahinch on the Atlantic coast. "I like to use my physical abilities and get with my camera in extreme angles to photograph big marine creatures."

Metropolitan Panel

Register at metropolitanpanel.ca and take the quick poll

It's officially fall — what are you most excited about?



Twitter

@kate88schmidt: Much needed weekend of fresh air, hiking and campfires. Oh camping, how I've missed you!

@Sweetstellas: It's a fuzzy pajama's kind of day

@AMcHenderson: Brutal run but beautiful day on the TVP! #ldnont #silverlining

@M_Trevithick: It would seem the 8 degree weather hasn't kept anyone from going downtown to stand in line to drink. #ldnont

@DryOceansOfInk: All the cash was still in my wallet which was turned in to the campus police. That's how nice everyone in Canada is. #Canada #uwo

@JeromeSamantha: Boys with guitars in the formal lounge! #uwo paradise

metro

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Amy Poehler of Parks and Recreation. THE ASSOCIATED PRESS

Lena Dunham, creator of Girls. GETTY IMAGES

TV stars sizzle on the Emmy red carpet

Ceremony. Louis C.K. wins award for best comedy writing; Modern Family racks up awards for best supporting actors and director

Sofia Vergara ramped up the sizzle Sunday night on the Emmy Awards red carpet that already had TV's biggest stars talking about just how hot they were because of the sweltering temperatures in Los Angeles.

Vergara wore a teal-coloured gown by Zuhair Murad with beads all over and a cut-out reverse halter neckline.

She helped fuel the trend toward bright, bold colour that was also worn by pregnant Claire Danes in strapless daffodil-yellow Lanvin, Julianne Moore in a long-sleeve, stretchy gown and Nicole Kidman in a blue-on-white-beaded gown. All brought bonafide fashion credibility to the Nokia Theatre, but they weren't necessarily the favourites. more.

New Girl star Zooey Deschanel had a manicure with little TV sets on her thumbnails — perhaps the kind of thing "E!" had in mind for its mani-cam that had stars walking their fingers down a tiny red carpet.

Celebrities build their fashion reputation largely from the red carpet, Lhuillier said, and they'll affect trends for colour, silhouette and embellishments.

Lhuillier said Emmy gowns were already in the works earlier this month when she presented her most recent catwalk collection – one in which she declared "the ballgown is gone." Instead, she focused her full-length dresses in mermaid and other sleeker hemlines.

Not everyone watching TV will need a gown in the coming weeks or months, but when they do, they'll often turn to the brands they hear about at the Emmys, Oscars or Grammys, Lhuillier said. "That's what a red carpet does for a company like mine."

As for the winners, they included Eric Stonestreet for best supporting actor on Modern Family; Louis C.K, for his writing on the comedy series Louis; Julie Bowen, for best supporting actress on Modern Family.

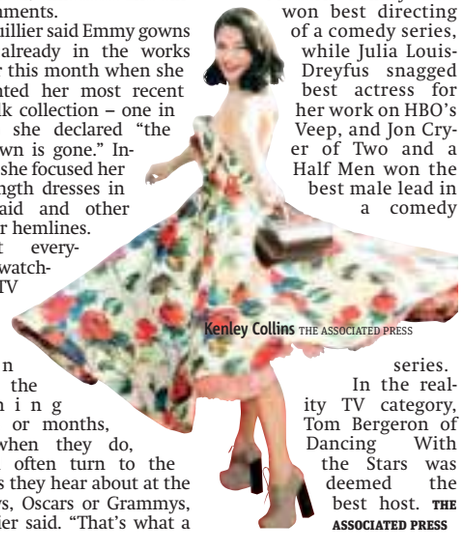
Modern Family also won best directing of a comedy series, while Julia Louis-Dreyfus snagged best actress for her work on HBO's Veep, and Jon Cryer of Two and a Half Men won the best male lead in a comedy series.

In the reality TV category, Tom Bergeron of Dancing With the Stars was deemed the best host. THE ASSOCIATED PRESS

Jonn Hamm of Mad Men and his girlfriend Jennifer Westfeldt. THE ASSOCIATED PRESS

Christina Hendricks of Mad Men. THE ASSOCIATED PRESS

Zooey Deschanel of New Girl. THE ASSOCIATED PRESS


Kenley Collins THE ASSOCIATED PRESS

On the web

Qriket

For more red carpet looks and a complete list of Emmy-award winners, scan the code above or visit metronews.ca.

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METRO DISH

OUR TAKE ON THE WORLD OF CELEBRITIES

The Word

Me Tarzan, you gum chewer

THE WORD
Dorothy Robinson
scene@metronews.ca

It's all gum all the time for Kellan Lutz — with a few starring roles thrown in.

Last Wednesday, the Twilight star popped up at Helen Mills, a theatre and event space in New York, to launch his latest endeavor: Being the enthusiastic spokesperson for iD gum, a new brand of the chewy stuff that's geared to teens.

"Who would have thought 10, 20, 50 years ago that gum would be an accessory? Now it is. Now it's cool to show that you have gum versus hiding a piece of gum for your breath. Now it's like, 'Oh you've got some iD gum?'" the actor asked philosophically.

The collaboration between Lutz isn't just for profit, mind you. "I only want to stay true to my brand and do great quality products, which this is. I'm a huge fan of the gum. I love gum," he told a group of reporters about his decision to lend his name to iD.

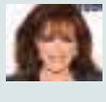
Dude loves gum, am I right? So much so that even when we were able to get him off message to talk about what's next for his career, we couldn't help but read in between the lines (quotes in bold belong to The Word).

"It's bittersweet," he says about the end of Twilight **(and possibly a new flavour of gum)**. He continued: "It feels like a closing of a chapter but in a way it's like your last days of high school — you're really looking forward to college and I'm really looking forward to that **(like I'm looking forward to this piece of iD gum)**. It's been great having my own project now, to **(chew delicious gum and)** be the lead in Tarzan **(a character who wasn't fortunate enough to be alive when gum was so accessible, but I think he chewed on pine bark of some sort)**. Hopefully we can franchise that. It's going to be great **(just like this piece of iD gum I'm waiting to chomp on)**." WITH ADDITIONAL REPORTING BY OLIVIA MORROW

Twitter

@TheRealNimoy
Senor Quinto. Dinner soon?

@ZacharyQuinto
sunset between highland and crescent is really its own particular brand of crazy.



@jackiejcollins
Channing Tatum is good to look at

@SarahKSilverman
Dear men, I love you to pieces. So trust me when I tell you you've gotta stop wearing cologne immediately

Amanda Bynes

Everyone is leaving Amanda Bynes

Things don't seem to be getting any better for Amanda Bynes. After being pulled over at the Burbank airport last week and having her car impounded, the actress has been charged with two counts of driving on a suspended license, according to TMZ.

On top of that, the troubled former child star was reportedly dropped by her agent, publicist and lawyer — all within the last few weeks — because she'd become "extremely difficult" this year. But a source close to Bynes says the actress isn't worried, since she's looking to transition from acting to fashion anyway.

Lady Gaga

Gaga talks weight, dad's new restaurant

Lady Gaga admits that she's put on some weight lately, but she's not stressing out about it. "I'm dieting right now because I gained, like, 25 pounds," she says in a radio interview, according to the Huffington Post. "And you know, I really don't feel bad about it, not even for a second." While she's had a rather hectic tour schedule, she says part of the cause may be closer to home. "I love eating pasta and pizza. I'm a New York Italian girl," Gaga says. "That's why I have been staying out of New York. My father opened a restaurant. It's so amazing, it's so freaking delicious, but I'm telling you I gain five pounds every time I go in there."

Looking for ways to bring more joy to life at home? Clean up

Gretchen Rubin is the author of Happier at Home. SUBMITTED

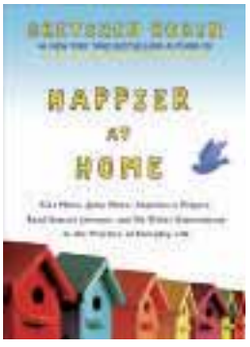
Book. Gretchen Rubin, author of the Happiness Project, is back with a new book, Happier at Home. The following is an excerpt from the book.

For me, fighting clutter is a never-ending battle; although I'd labored to clear clutter as part of my first happiness project, I was eager to find additional strategies to stop its insidious progress. Inspired by William Morris's rousing call to "Have nothing in your houses that you do not know to be useful, or believe to be beautiful," I resolved to "go shelf by shelf," then drawer by drawer, then closet by closet, to consider each of our possessions.

Did one of us use it or love it? Would we replace it if it were broken or lost? If so, was it in the right place? If not, why keep it?

Years ago, I started keeping a list of my Secrets of Adulthood — the large and small lessons I'd mastered as I'd grown up. Recent additions included:

• Just because something is fun for someone else doesn't mean it's fun for me.
• It's enormously helpful, and surprisingly difficult, to grasp the obvious.
• You need new friends and old friends.
• The quickest way to progress from A to B is not to work the hardest.
• It's easier to prevent pain than to squelch it (literally and figuratively).
• Where you start makes a big difference in where you end up.
• The opposite of a profound truth is also true.
• A change is as good as a rest.
• It's more important to say something than to say the right thing.
• The best reading is rereading.



One of the most helpful of these Secrets of Adulthood holds that "Outer order contributes to inner calm." Why is this true? Perhaps it's the tangible sense of control, or the relief from visual noise, or the release from guilt. In the span of a happy life, having a messy desk or an overflowing closet is clearly trivial, and yet creating order gives a disproportionate boost of energy and cheer. (Of all the resolutions that I've proposed, which one do people most often mention that they've tried, with great success? The resolution to "Make your bed.")

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Read it

Happier At Home is available at bookstores everywhere and Randomhouse.ca

Exclusively online

metronews.ca/voices

- **The name game.** How do you choose a baby name that's original but easy to pronounce, sophisticated but unpretentious, and would look good on the ballot for Prime Minister? Follow along with the comedic (mis) adventures of mommyhood online with Reasons Mommy Drinks at metronews.ca/voices

Before you pack up the fam and hit the road...

IT'S ALL RELATIVE
Kathy Buckworth,
kathybuckworth.com

Family travel is a great way to combine fun and learning for both adults and children. While no one can guarantee your family vacation will be perfect, try to ensure you make the most of it by taking the time to plan ahead.

Make sure you mix the historic (learning) and the hysteric (fun):

• Check out the school curriculum before planning a trip and see if there is a fit to what the kids are studying (geography, history, learning about currencies, etc.)

• Get some appropriate age level (fiction and non-fiction) books about where you're travelling, and read them together.

• Introduce some typical foods of the country you're going to visit, prior to going, so they seem somewhat familiar to the kids when you get there. This will help them gobble up local cuisine without complaint.

• Visit the websites for the tourism boards of the places you're going, and if you can, the hotels you'll be staying at.

• Pick out a few local customs (like shoes off in Japanese households) and explain how they came about, and why they are important to the residents of that country.

• Prepare a short (age appropriate) quiz for the car or plane ride about where you're going to go, and afterwards, what you saw.

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On the web

Scan this code or visit metronews.ca/voices to find out why choosing a baby name is one of the most stressful things about being pregnant.

‘Pinning’ craft projects is easy but perfecting them is not

For the aspiring cooks and crafters who frequent Pinterest.com, “pinning” something is one thing. “Nailing” it is another.

By letting users create “virtual pinboards,” Pinterest has become a popular way to keep track of home decor ideas, recipes and craft projects spread across the Internet. But those who go beyond collecting pretty pictures and actually attempt to recreate the crafts often discover it’s harder than it looks.

Such failures are featured to humorous effect on at least two sites, including Pintester.com and CraftFail.com. As the name implies, the former chronicle’s one woman’s dogged attempts to replicate recipes, fashion, beauty products and craft ideas she spots on Pinterest. The latter, which was launched before Pinterest existed, accepts submissions from anyone who has tried, and failed, at crafting of any kind.

Heather Mann of Salem, Ore., started CraftFail as a place to post her own failed projects away from her craft blog, Dollarstorecrafts.com.

From her early posts about handmade soap that resembled Spam (“when you want to wash your hands with what appears to be potted meat”), the site has attracted hundreds of entries from fellow crafters willing to poke fun at themselves. Pinterest is now often the inspiration, or culprit, she said.

“With the popularity of Pinterest, a lot of new, inexperienced people are trying crafting. They see something on Pinterest that they like and they want to recreate it, and when they do, it doesn’t turn out the way they wanted it to,” she said.

Mann can tell a project is popular on Pinterest by how many failed versions of it arrive in her inbox. When a project that called for baking cupcakes in ice cream cones reached its peak, she was getting a submission every other week. In May, she posted a round-up of

An increase in interest

“With the popularity of Pinterest, a lot of new, inexperienced people are trying crafting.”

Heather Mann of craftfail.com, whose site is devoted to failed DIY projects.

“those pesky ice cream cone cupcakes of doom,” contrasting Betty Crocker’s perfectly formed, impeccably frosted cones with a collection of images showing cake batter oozing out of the cones.

As on Pintester.com, the not-so-perfect pictures are often labelled with the tagline “NAILED IT.” But unlike Mann, Pintester’s Sonja Foust is decidedly un-crafty. Some readers have complained she’d have more success if she used the correct ingredients or materials.

“But this is how I really do it, even if I wasn’t publishing it on a blog,” she said. “It’s not that I’m doing it just for the cheap laughs, I’m just really bad at this stuff.”

Even when she follows the instructions, failure is common. Take the Strawberries and Cream Mug Cake. The original version from babble.com’s The Family Kitchen blog shows a single serving of cake tucked into a dainty white mug, topped with a swirl of whipped cream and a scattering of strawberries. Foust’s blog shows a lumpy, spongy mess she pried out of the mug with a spoon.

“I was pretty surprised and sort of torn between being disappointed that it didn’t turn out and delighted that it was going to make a good blog post,” said Foust, who lives in Durham, N.C., and writes romance novels in addition to her blog.

Despite her admitted lack of skills, Foust said she frequently attempted to make recipes and crafts she saw on Pinterest even before she had her blog.

“I have this disease where I look at something and think, ‘Oh, that looks really easy, I can do that!”’ she joked. THE ASSOCIATED PRESS

With Halloween coming up, make costumes in advance just in case you need more than one try at perfecting them. THE ASSOCIATED PRESS/ CRAFTFAIL.COM

METRO CUSTOM PUBLISHING LONDON CULTURE DAYS

culturedays I ♥ CULTURE

DISCOVER A NEW WORLD

On the last weekend of September, London will be host to the largest collective celebration of culture in the city: Doors Open London and London Culture Days, presented by London Life, are happening on the same weekend for the very first time, inviting Londoners and visitors to experience, explore and examine more than 100 free local arts, heritage and multicultural organizations’ activities and events throughout the city.

London Culture Days is co-ordinated by the London Arts Council as part of a collaborative Canadian volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities.

This annual nationwide celebration of culture features free, hands-on interactive activities that invite the public to participate “behind the scenes” to discover the world of artists, historians, architects, curators, designers, etc., at work in their community.

Doors Open London, co-ordinated and spearheaded by the London Heritage Council, is a unique two-day heritage event that opens up spaces throughout London, free of charge, for local residents and visitors in which to engage. It is a weekend designed to encourage local residents and visitors to explore, ask questions and reflect as they visit a variety of organizations and venues throughout the city. Doors Open London is a vibrant program that supports the local heritage community and builds civic pride.

For more about sites and activities, contact the London Arts Council at 519-439-0013, the London Heritage Council at 519-930-2140, or visit LondonArts.ca and LondonHeritage.

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London Transit Bus Pass:
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London Arts Council www.londonarts.ca
London Heritage Council www.londonheritage.ca

Retire the chicken-noodle combo and give trout a taste

Several thousand years ago, people discovered that exposing fish to intense amounts of salt and smoke was a great way of preserving the catch for later.

Today, our smoking techniques are considerably more refined, and we do it more for flavour than as a means of preservation. And that makes it a shame more people don't think to reach for smoked fish as an effortless way to add gobs of flavour to the foods they love.

Grocers generally sell a wide variety of both types of smoked fish. Salmon, for example, can be found with different seasonings and cuts, including thinly sliced, thick slabs and whole sides. Smoked salmon is particularly good for making dips and pates. When doing so, look for cheaper packages labeled "trimmings," which are small pieces.

Hot smoked fish, such as trout and mackerel, are delicious flaked into salads or tossed with warm pasta, especially with a cream sauce.

This recipe serves six. MATTHEW MEAD/ THE ASSOCIATED PRESS

Ingredients

- 2 tbsp olive oil
- 1 clove garlic, minced
- 3 medium carrots, peeled and chopped
- 1 large yellow onion, diced
- 2 stalks celery, chopped
- 1 cup frozen peas
- 1 tbsp chopped fresh thyme
- Large sprig fresh rosemary
- 6 cups (1 1/2 quarts) chicken broth
- 2 cups elbow pasta
- 2 cups baby spinach
- 2 scallions, whites and greens, chopped
- Salt and ground black pepper
- 8-oz package smoked trout

That's why Smoked Trout Noodle Soup isn't as strange as it sounds. Smoked trout has a meaty texture similar to chicken. And the rich, smoky flavour is the perfect match for a soup thick with noodles.

1. In a large saucepan over medium-high, heat the oil. Add the garlic, carrots, onion, celery, peas, thyme and rosemary. Sauté for 5 minutes.

2. Add the chicken broth and bring to a simmer. Add the pasta and cook for 7 to 8 minutes, or until barely tender. Remove and discard the rosemary stem. Add the spinach and scallions and heat for 30 seconds. Season with salt and pepper.

3. Using a fork, flake and break up the trout into large bite-size chunks. Ladle the soup into serving bowls, then pile a bit of the trout in the centre of each.

THE ASSOCIATED PRESS

Religious Life Lecture Series
2012-2013
Faithful Passages
September 27, 2012 at 7:30p.m.
Labatt Hall 105
King's University College
The legacy of indigenous people in Canada: The seven teachings and igniting of the 8th fire
Featuring Dave Courchene
Presented in partnership with the London District Catholic School Board.
kings.uwo.ca/campus-ministry

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metro PHOTO CHALLENGE

The In-Credibility Factor

Terry Beech PROVIDED

Name: Terry Beech
City: Vancouver
Age: 31
Occupation: Co-founder and CEO of HiretheWorld

THE IN-CREDIBILITY FACTOR
Teresa Kruze
life@metronews.ca

As the youngest elected official ever in Canada (he was a city councillor for Nanaimo, B.C. when he was 18) Beech went on to co-create HiretheWorld. The online company is a marketplace for graphic design attracting designers from 132 countries.

I knew I was on my way when... I started running into happy customers. I'd be driving downtown and see a restaurant storefront that was entirely designed on my site. I flew to Heathrow in London and I had my HiretheWorld shirt on. A lady ran up to me and told me that her company logo had been done on my site.

A large majority of our business is word of mouth. We want to grow, grow, and grow. We want to expand internationally and I'm excited about all the other entrepreneurial opportunities out there.

Action plan

• Have an intense focus on value creation. Think about how you can make a person's life better rather than make another dollar. If you provide value to the consumer then the money will come.

• Surround yourself with amazing people who love what they do. Being an entrepreneur is hard enough and you don't need to waste your time and energy with employees who are just adequate. If you want to be a rockstar surround yourself with rockstars and your odds of success will exponentially increase.

• Do not develop a fear about what other people think of you because it will prevent you from taking risks. I never regret the risk that went badly but I regret the risks I didn't take because I was playing it safe.

Catching the customer in your wonderful web

That's out of site!
How to make the most of your online efforts

Imagine you own a shoe store. It's in a busy shopping mall and has an inviting storefront with an attractive sign and window displays. You're almost guaranteed traffic — and probably sales, too, if you've got halfway decent products and prices.

Now picture that same shoe store on an out-of-the way country road with a grimy window and a crooked sign. It doesn't matter how great your footwear is. You probably won't have enough customers to stay in business.

Now ask yourself which of those two stores most resembles your company's website. In today's business world, your website is your storefront. It could be the main way customers are finding you and forming an impression about you.

A properly designed site is especially important if your business is growing and you are trying to improve your profile. But many small businesses don't devote a lot of effort to optimizing their site to ensure it's easily found via internet search engines and geared to help make sales.

Prioritize your online domain and watch your customer base multiply. ISTOCK

Magic tricks

Philip Murad's business website shows up on the first page out of 150 million results for the term 'magic shows.' A paid ad for Philip & Henry is the top result in a search for 'magician.'

- Murad credits years of experimentation with search engine optimization — the art of getting search engines like Google to rank your site near the top. He sprinkles his content with a few dozen keywords that describe his business and help him stand out from the competition.

The little site that could

A small, agile, creative company can be as effective online as a big company.

Mark Evans
Digital marketing and startup consultant

Sites need improvement

"A well-designed site can help your company compete effectively with businesses that have deeper pockets and larger marketing budgets," says Michel Bergeron, senior vice president, marketing and public ffairs at the Business Development Bank of Canada.

Ranking high in search engine results is vital for your visibility online, Bergeron says. People rarely venture beyond the first page of a Google search result. Indeed, research indicates that websites appearing on the first page attract 90 per cent of the traffic.

Having a poorly optimized website can be a problem even if most of your sales don't happen over the Internet, says Mark Evans, a leading Canadian digital marketing and startup consultant.

"The Internet is the way most people discover new products and services."

Happily, small businesses can use simple, inexpensive tools to help level the playing field with large businesses, Evans says. "A small, agile, creative company can be as effective online as a big company."

Philip Murad has found a way to turn his website into a gold mine for his fast-growing business, Philip & Henry, which books magic shows for a network of magicians across North America. Murad's website accounts for three-quarters of his sales, which have been growing up to 30 per cent annually for the past decade.

Clean, simple layout

Visitors to Murad's site are greeted with a clean, simple layout that's easy to navigate without a lot of scrolling or clicking. The site prominently displays links allowing them to get a price quote or book a show in their area. There's also a short YouTube video featuring happy customers, and contact information is easy to find at the top of the page.

NEWS CANADA

Career Bear

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The class pet provides a lesson

Wild and wonderful.
Foundations helping teachers pay for in-school pets that enrich the learning experience

Ssssso cool: Hailey Fink gets acquainted with a corn snake in the first grade classroom of Dawn Slinger in Farmington, Minn.
JIM MONE / THE ASSOCIATED PRESS

For many children, their first pet is a virtual one.

Experts say many children who enter the first grade can play video games but few have a pet to play with. And teachers say that's a shame, considering how animals — real ones — can enrich a child's upbringing.

So for a quarter of a century, educators such as Dawn Slinger in Farmington, Minn., have paid out of their own pockets to provide one for their classrooms. Only in the past few years have groups stepped in to help with the financial burden.

Two years ago, Pets in the Classroom, a Maryland-based project from the non-profit foundation Pet Care Trust, began offering grants to U.S. and Canadian teachers in grades 1 through 8. The money can be used to buy starter pets, cages, food and other supplies. It issued its 10,000th grant this summer.

The $150 grants help offset the cost of the animal and its care, which helps teachers like Slinger who has been using her own money, said foundation executive director Steve King. Just an aquarium for a frog could cost more than a hundred dollars.

Teachers who apply for a second year or more get $50 for additional equipment, food and supplies.

Parents tell Slinger their children are inspired by the animals and are excited about learning, she said.

Slinger said that out of a class of children — hers last year had 26 — "maybe six will have pets at home, usually a cat or dog. Not many will have reptiles."

Since taking her class, "several students have got 10 hermit crabs or fish for their houses. One got a lizard and one is working on a snake."

The decision over what kind of pet to get lies with the teacher. Slinger chose hers because they fascinate children, their temperaments are right and they don't bother students with allergies or asthma, she said.

Concerns from parents over disease, allergies and exposure to waste have led to bans or limits on animals in some classrooms, although service animals are allowed in most schools. The Pet Care Trust leaves it to the teachers to know their students and parents, and King said teachers and students must follow cleanliness guidelines.

Among applications for first-time grants, the most popular choices for classroom pets were small mammals, like hamsters, guinea pigs, rats and rabbits, King said.

That was followed by aquarium pets, reptiles and amphibians, then birds, he said.

Classroom pets also can be incentives for good grades, as when some teachers allow students to care for the animals when school is out, King said. Slinger visits her classroom pets two or three times a week during summers and vacations.

As for the animals that don't return for another school year, that's a learning moment too, King said.

"Lifespan is part of the life lesson that comes with having a classroom pet," he said.

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SPORTS 4

Titans quarterback Jake Locker passes as Lions defenders converge on him, Sunday, in Memphis, Tenn. JOE ROBBINS/GETTY IMAGES

Titans avoid Titanic collapse in overtime

NFL. Detroit's frantic comeback attempt falls short in wild overtime game in Tennessee

Call this one Music City Mayhem.

The Tennessee Titans are winless no more after an unforgettable overtime victory over the Detroit Lions featuring an endless stream of big plays and some suspect officiating.

Rob Bironas kicked a 26-yard field goal in overtime, and the Titans stopped backup quarterback Shaun Hill on fourth-and-1 at the Tennessee 7 to finally pull out a 44-41 win Sunday.

The Titans (1-2) blew a 20-9 halftime lead in a game featuring huge scoring swings. They became the first NFL team to score five touchdowns of 60 yards or longer in a single game.

Detroit scored 18 straight points, then Tennessee answered with 21 points before the Lions scored the final 14 of regulation in a span of 18 seconds — the first team to do that since at least 1983, according to STATS LLC.

The touchdown that forced overtime came on a tipped desperation pass after Detroit recovered an onside kick and got an assist from the replacement officials who did not review a possible turnover.

"Both of us looked at each other and said, 'We've never been through something like this in our lives,'" Titans coach Mike Munchak said of Detroit coach Jim Schwartz, a former colleague in Nashville. "It's hard to put in words what to say about that. We both could've won in so many ways."

A total of 46 points came in the fourth period. Then in overtime, Bironas' third field goal put Tennessee ahead to stay.

THE ASSOCIATED PRESS

Around the NFL

- **Chiefs 27, Saints 24 OT.** Ryan Succop kicked six field goals, one to force overtime in the final seconds and another from 31 yards to lift Kansas City to its first win and keep New Orleans winless.
- **Bills 24, Browns 14.** Ryan Fitzpatrick threw three touchdown passes and Buffalo overcame the loss of running back C.J. Spiller in snapping an eight-game road losing streak in Cleveland.
- **Jets 23, Dolphins 20 OT.** New York's Nick Folk received a reprieve when his blocked field-goal attempt was negated by a timeout, and his second try was a successful 33-yarder with 6:04 left in overtime.

NHL

Owners, union to discuss revenue

The NHL and NHL Players' Association are set to meet for the first time in nearly two weeks, but a discussion about a new collective bargaining agreement isn't on the agenda.

Instead, the sides will discuss the accounting for last season's hockey-related revenue when they sit down together on Monday morning in Toronto.

It's the first time they've met since Sept. 12, when each side tabled a proposal.

THE CANADIAN PRESS

CFL

Alouettes roll past Ray-less Argos

Victor Anderson and Trent Guy each scored two touchdowns as the Montreal Alouettes tightened their grip on first place in the East Division on Sunday with a 31-10 win over the Toronto Argonauts, who lost quarterback Ricky Ray to injury.

Montreal (8-4), with its sixth win in seven games, moved four points clear of second-place Toronto (6-6).

Ray left late in the opening quarter after he collided with a teammate while completing a pass to Jeff Johnson. There was no immediate word on his condition. THE CANADIAN PRESS

Toronto's Chad Owens, left, battles for the ball with Rod Davis in Montreal on Sunday. GRAHAM HUGHES/THE CANADIAN PRESS

Mobile sports

Qriket

Manny Pacquiao has made another concession in offering to take less money and relent top-billing in order to entice Floyd Mayweather Jr. into the ring, yet boxing's long-awaited super-fight is still far from a sure thing.

Jenkins a bright spot in another Jays loss

Toronto outfielders Colby Rasmus and Moises Sierra slam into the outfield wall after both went after a fly ball on Sunday in St. Petersburg, Fla. Rasmus made the catch, but the Jays lost 3-0 to the Rays. PHELAN M. EBENHACK/THE ASSOCIATED PRESS

It was a memorable Sunday afternoon for Blue Jays rookie right-hander Chad Jenkins.

The 24-year-old Atlanta native welcomed his parents, who had driven down for his first major-league start at Tropicana Field, as he tried to help the Jays avoid a sweep at the hands of the Tampa Bay Rays. He was outstanding in a 3-0 loss that left the Jays with a 4-14 record for the season against the Rays.

"The (Jays) told me the day before we left for New York (last Saturday), they told me I'd be making a start in Baltimore and that I'd be going to Florida (Tuesday) to get stretched out," Jenkins said of his week prior to his starting debut. "I was warming up for the (simulated) game in Florida and they told me that I'd be starting Sunday now. It was a great experience. I'm excited."

Jenkins responded well. The former Jays first-round pick went five solid innings, allowing a solo homer to Evan Longoria in the first inning — one of just two hits he surrendered — with a walk and four strikeouts.

Perhaps the Jays' best scoring opportunity came in the sixth inning. They loaded the bases against Jeremy Hellickson with two out. Rays manager Joe Maddon brought hard-throwing left-hander Jake McGee in to pitch to lefty hitter Kelly Johnson.

Instead of pinch-hitting for Johnson, who owns a .204 average against lefties, manager John Farrell left him in to hit. McGee froze Johnson for strike three. TORSTAR NEWS SERVICE

Sunday's game

Rays	Blue Jays
3	0

Horoscopes

♈ Aries
March 21 - April 20
Keep things simple this week because if you lose focus you will get confused and make it easy for your rivals to get the better of you – and no way should they ever be better than you.

♉ Taurus
April 21 - May 21
Ever had the feeling that you are repeating yourself? If you get it today you must stand back from what you are doing and try to remember when and where it occurred before. It could save you money.

♊ Gemini
May 22 - June 21
Think carefully about what you are about to do and don't do it unless you are absolutely sure it is right and proper. The planets indicate you won't lose out by being a bit more cautious than usual.

♋ Cancer
June 22 - July 23
The most important thing now is that you are clear in your own mind about your feelings and motivations. Time spent thinking will not be time lost. On the contrary, it's an investment in your future success.

♌ Leo
July 24 - Aug. 23
It would be wise to compromise with loved ones and colleagues today, even if you honestly believe that you are right and they are wrong. They have the power to make life uncomfortable for you if they so choose.

♍ Virgo
Aug. 24 - Sept. 23
You have important things to do and you cannot afford to waste time on small talk or idle chatter. You may have to be blunt, even rude, with people who seem unable to raise their sights as high as your own.

♎ Libra
Sept. 24 - Oct. 23
You are the most important person in your life and must always put yourself first. That might sound selfish but until you take care of your own needs and desires you won't be able to take care of others.

♏ Scorpio
Oct. 24 - Nov. 22
What you learn today will in some small but important way change how you look at the world. Just because different people have different ways of seeing does not mean that one is right and one is wrong.

♐ Sagittarius
Nov. 23 - Dec. 21
Make peace with rivals and enemies. You have more important things to do with your time than waste it on petty feuds. The good news? Someone you meet on your travels could turn out to be your new best friend.

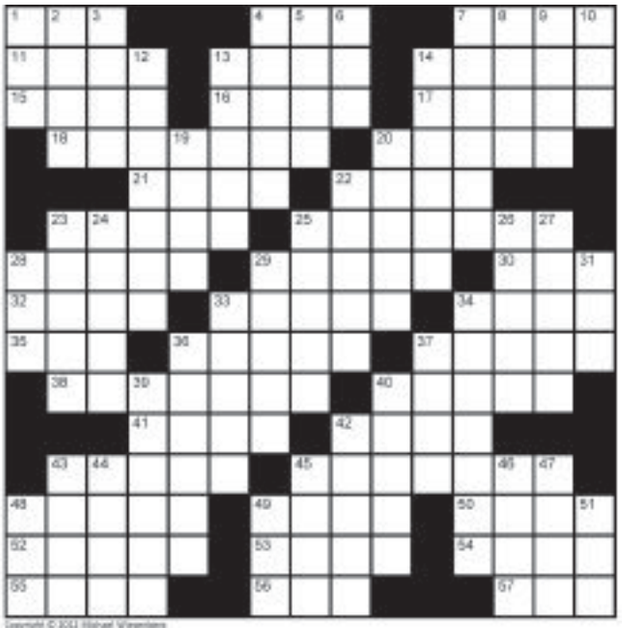
♑ Capricorn
Dec. 22 - Jan. 20
Stop complaining that things never go right for you and take charge of your own destiny. If you look for the pattern behind your existence you will find it, and once you have found it you will find happiness too.

♒ Aquarius
Jan. 21 - Feb. 19
You need to be a bit more active and assertive. You can, if you wish, sit back and let life come to you but at some point in the future you will look back and wish you had been more ambitious.

♓ Pisces
Feb. 20 - March 20
Someone you usually get along with will say something critical today and if you are smart you will act on their comments. When a true friend gives you a warning you should take it as a wake-up call. SALLY BROMPTON

Mishmash

BY MICHAEL WIESENBERG



Across
1. 747, 767, or 777
4. Cut grass
7. Dart here and there
11. Affirm confidently
13. ___ Scotia
14. Greek Mediterranean island that was the centre of the Minoan civilization
15. ___ noire: frightful thing
16. Couturier ___ Saint Laurent
17. Excessive hurry
18. Third-largest municipality in 25-Across (2 wds.)
20. He-man's antithesis
21. "Blueberry Hill" singer ___ Domino
22. Animals, to hunters
23. One-armed bandits, for short
25. Canada's first province, alphabetically
28. Cognizant of one's surroundings
29. Battle wounds
30. Big ___: large truck
32. "My name is ___, James ..."
33. Odin's mythology
34. Equine female
35. Before: poetic
36. Steams up
37. DSL need
38. 25-Across's northern member of the CFL
40. Bathroom floor worker
41. Wedding day exchanges (2 wds.)
42. "The Seven Deadly ___"
43. Toy bear named for a US president
45. Vancouver CFL team (2 wds)
48. "En ___!": fencer's alert
49. Apple covering
50. Tidy
52. Foreigner
53. Broadway award
54. Big truck
55. A person's equal
56. Tidbit for an aardvark
57. Bear's hibernation spot

Down
1. Boxing blow
2. Any time
3. Head: Fr.
4. Relocates
5. Done
6. Existed
7. The longest river in BC
8. Not more
9. Teeny
10. Golf stand
12. Sundance Film Festival founder Robert
13. Kremlin denials
14. Musical bells
19. Go out with
20. Bladed weapon
22. Drinking vessel
23. Said "#@$&!!"
24. Country roads
25. 43,560-square-foot units
26. Occupation
27. Broadcaster
28. "Honest ___": President Lincoln
29. Individual performances at a concert
31. Amethyst or tourmaline
33. Leonard ___: Star Trek's Spock portrayer
34. Beer that had the "I Am Canadian" ad campaign
36. Word after debt or guilt meaning "overwhelmed by"
37. BMW subcompact model taken over from Rover in 2000
39. Margot ___: Yellowknife-born Lois Lane portrayer in four Superman movies
40. Canadian actress and poker player Jennifer (Oscar-nominated for Bullets Over Broadway) or younger sister actress Meg
42. A bloodhound follows one
43. Dickens' A ___ of Two Cities
44. Great Lake
45. ___ the lookout for: watch for (2 wds.)
46. Require
47. Identical
48. "Mind the ___": London Underground warning
49. School fund-raising grp.
51. Frontier badge material

Friday's Crossword

What's online

See today's answers at metronews.ca/answers.

Sudoku

How to play
Fill in the grid, so that every row, every column and every 3x3 box contains the digits 1-9. There is no math involved. You solve the puzzle with reasoning and logic.

1			9					
6		3		2	4			5
	9	4	7					
						3	6	
4		2				8		9
	7	1						
					5	7	9	
8			3	6		2		1
					2			4

Friday's Sudoku

Today 16°/10° Partly cloudy
Tuesday 22°/9° Partly cloudy
Your #1 weather forecast now available in HD.
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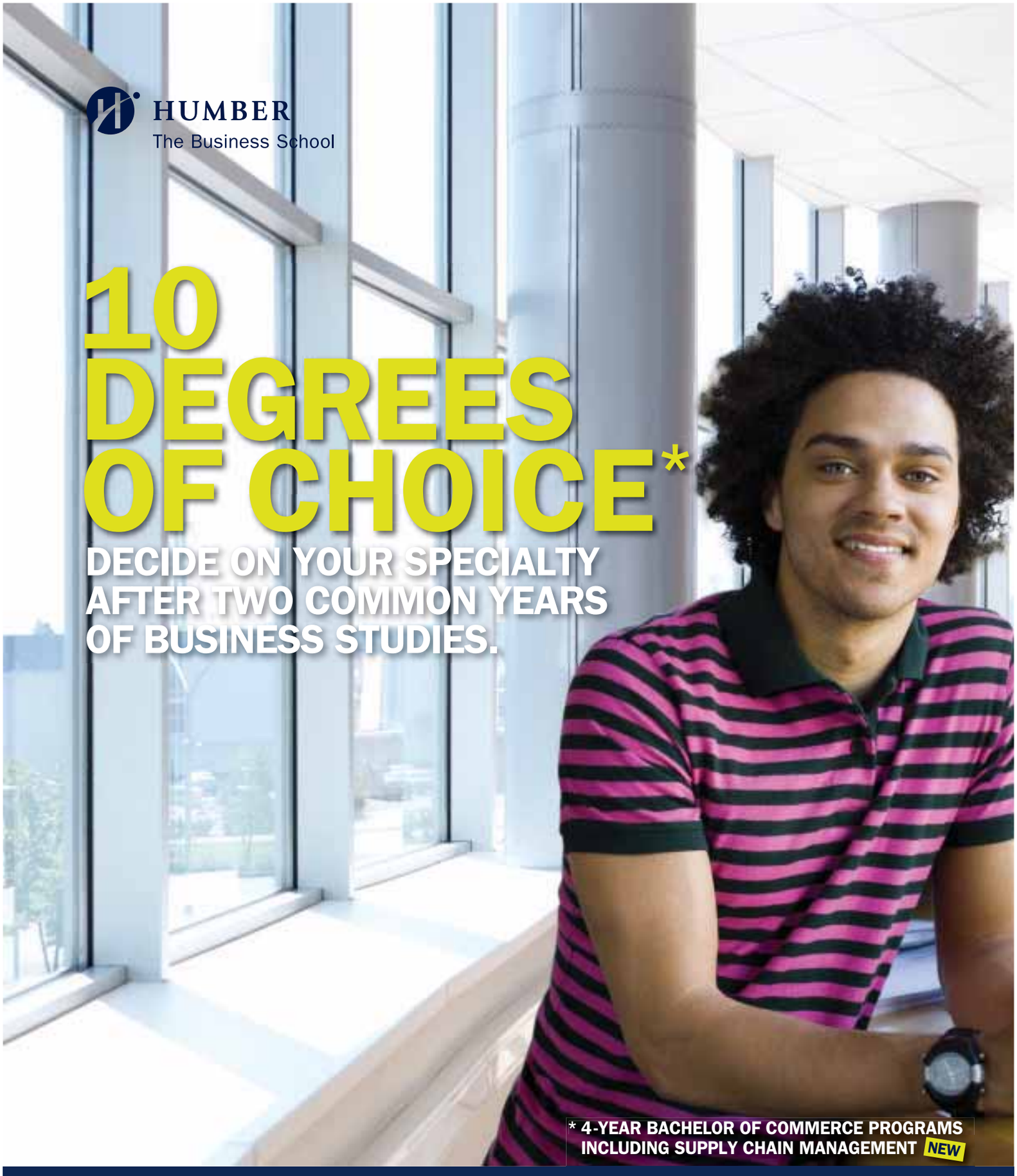
Read metrodrive every Wednesday.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